



## Rere Ki Uta Research Program Expands with MPI Support



The Rere Ki Uta Research Program is continuing with new backing from the Ministry for Primary Industries (MPI)!

This means more research, more innovation, and more support for farmers looking to implement regenerative practices that improve soil health, productivity, and environmental sustainability.

With this partnership, AgriSea and MPI are making it easier for farmers to adapt science-backed regenerative solutions that create real, profitable change on-farm.



This photo was taken in the Waikato on the 13th of February 2025.

## AgriSea at Moana Festival – Protecting Our Oceans, Championing our growers.

AgriSea was proud to attend the Moana Auckland Sustainability Expo, where industry & community came together to share innovation and solutions to future proof the health and productivity of our oceans – after all a healthy ecosystem is a productive one!

As farmers, we rely on healthy, productive land and clean water—and events like this highlight the role we all play in sustainable stewardship. From supporting water quality initiatives to reducing nitrogen runoff with products AgriSea Biostimulants.

Showcasing the wonderful work we are COLLECTIVELY doing contributes to building trust and relationships between our urban and food production communities.



## The Future is Bright – Let's Make 2025 Your Best Year Yet

With **strong payouts, new incentives, and science-backed innovations**, 2025 is full of opportunity.

AgriSea is here to help you get the most from your farm—with natural, effective solutions that improve productivity, sustainability, and profits.

**Let's grow together—contact us today to see how AgriSea can make a difference on your farm!**

THE LEAST DEADLIEST CATCH

AgriFutures  
**evoke** AG.  
COMMON GROUND

# THE WAVE



AgriSea Newsletter, Autumn 2025

## Update from Clare: A Strong Start to the Year.

By Clare Bradley Chief Executive Officer

**It's been a busy and exciting start to 2025, with some positivity in our farming community.**

As always the summer has thrown our climatically diverse country a mixed bag - from the non-existent summer in the south to the fires in the north. Remember: we are always just a phone call away if you need support.

AgriSea has been on the road, hosting an on-farm day at Peter & Trish Abrahamson's award-winning farm in Canterbury, joining US-based Greenwave Seaweed farmers at Evoke Ag in Brisbane, and attending the Biologicals Symposium at CSIRO in Australia. We're also locally supporting a raft of A&P shows, Northland, Central and South Island Field Days and we look forward to catching up with you there.

With the forecast midpoint payout remaining strong at around \$10— it's welcome news for dairy farm profitability. Most milk companies offer incentives through their schemes for both quality and sustainability. Once locked in, these incentives don't fluctuate with the payout, providing stability and extra earnings for those making strategic improvements to their farm systems.

We kicked off the year with an AgriSea open day at Peter & Trish Abrahamson's award-winning farm. Peter shared his award winning combination of AgriSea SOIL Nutrition with low units of N through his fertigation system to grow Kale, Maize and Oats as a Dairy Support block. Supporting Peter on the day were leading agricultural scientists including Professor Pablo Gregorinni and Dr Gwen Grelet showcasing the importance of soil microbiomes on-farm and the subsequent effects on production quality. **The key takeaway?** Small changes make a big impact. Whether it's improving soil biology, refining pasture management, or incorporating seaweed-based nutrition, today's innovations are shaping a more profitable, more resilient farming future.

A huge thanks to Hazlett for sponsoring the BBQ and the delicious meat from the Geraldine Butcher & Josh Lester.



Read about how Matt Rout is achieving on-farm efficiencies and emissions reductions with biostimulants in this month's EnRich Magazine.





# Simple supplementation, significant results.

For autumn calving herds, the transition period can be tough. Metabolic stress, loss of condition, and reduced milk production all threaten profitability.



“What if you could make this period smoother and more productive?”

“With AgriSea Fortres+, you can.”

Our unique Lactobacillus-fermented seaweed and plant extracts have been scientifically proven to support cows during this critical time, reducing stress, improving digestion, and cutting waste.

#### Fortres+ increases

Fortres+ increases volatile fatty acids by 26%, enhancing digestion and boosting milk production.

#### Fortres+ increases

Fortres+ strengthens antioxidant defenses, helping cows bounce back faster.

#### Fortres+ increases

Fortres+ improves energy utilization, promoting healthier, more resilient cows.

#### Fortres+ lowers

Fortres+ lowers milk urea nitrogen and urinary nitrogen by 18%, reducing farm pollution and supporting sustainability goals.

Easy to use. Big Results with just 5mL per cow daily pre and post calving. A simple addition to your routine yielding significant results.

## Evoke Ag: Seaweed Farming is the Future – Here's Why?

At Evoke Ag in Brisbane, **Bren Smith** took the stage to highlight the **game-changing** impact seaweed farming can have on reviving oceans and economies. He focused on building the sector from the “ocean farmer” up - which is why we've chosen Greenwave USA as our partners - our values are squarely aligned.

With growing pressure on farmers to **improve efficiency and reduce environmental impact**, seaweed is emerging as a **powerful natural tool**. AgriSea's presence at Evoke Ag helped reinforce the global importance of biological inputs —showcasing **how Kiwi farmers are leading the way**.

Listen out for Clare and Bren's podcast about our collaboration by searching for Evoke Ag on your streaming service- launching in March.



## AgriSea Achieves B Corp Certification Why it Matters for Your Farm.

We are proud to announce that **AgriSea is B Corp Certified!** But what does this mean for you?

It means that when you choose AgriSea, you're not just investing in top-quality, science-backed farm solutions—you're also supporting a company committed to sustainable, ethical business practices.

B Corp certification is awarded to businesses that meet the **highest standards of social and environmental performance**. We passed a rigorous assessment by B Lab, proving our commitment to creating products that **enhance livestock health, support soil vitality, and protect our environment and add value to the customer and economy**.

Did you know - **90%** of seaweed that is dried and imported is from wild harvested ocean forests? By choosing AgriSea you are supporting remote coastal communities in New Zealand and future productive fisheries for generations to come.

## Two Birds, One Spray

**Save Time & Get More from Every Application. What if your weed spray could do more than just kill weeds?**

By adding AgriSea products to your agrichemical spray, you can boost the effectiveness of your application while improving soil and plant health.

Firstly, it improves the uptake of the agrichemical (because it's not just pasture, crops and animals that love seaweed, weeds love it too). As the weeds ingest more of the liquid applied, naturally more of the agrichemical is consumed, helping to improve the efficacy.

Secondly, as the weed species die off, the pasture, crop and even the soil biome get all the

benefits from the application of the seaweed biostimulant.

Two birds, one spray. Re-grassing paddocks, managing post-emergence sprays, or tackling stubborn weeds? Try 'Two Birds, One Spray'—get more from every application!

## Why Apply Soil Nutrition in Autumn?



For Pasture Farmers  
AgriSea Soil Nutrition enhances root development, improves soil biology, and boosts pasture resilience.



For Cropping Farmers  
AgriSea Soil Nutrition improves germination, strengthens root establishment, and enhances nutrient uptake.

#### Benefits

- Enhances soil structure and microbial activity
- Boosts root growth and resilience
- Increases nutrient uptake and retention
- Supports pasture persistence and crop health
- Improves soil moisture retention

#### The AgriSea ADVANTAGE

Understanding your soil's needs is just as important as applying the right nutrition. AgriSea Field Consultants help decode your soil's story, offering tailored advice and on-farm assessments.

Talk to your AgriSea Field Consultant today to see how our SOIL NUTRITION products can benefit your farm.



Our Soil Nutrition Special runs 1st to 31st March 2025  
Don't miss out! \*Terms and Conditions, and freight charges apply.

Keep up to date with AgriSea news & specials, follow us



## Autumn SPECIALS

Liquid  
**\$50 99** 100 Litre **\$100 99** 200 Litre **\$500 99** 1000 Litre

Valid until 31 March 2025

Liquid special applies to: Soil Nutrition. Terms & conditions apply.

Solid special applies to: Soil<sup>+</sup> and Combo<sup>+</sup>. Terms & conditions apply. Also available bulk or bagged.

Solid  
**\$100 99** Half Tonne **\$300 99** One Tonne



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